

kunstsokken



CASE STUDIES
2025

CASE STUDY 01

MUSEUM DE FUNDATIE



Credit: Hans van Eijnsden Photography

Museum de Fundatie is perhaps the most iconic museum in the north of the Netherlands. Recently, the museum wanted to bring its own broad permanent collection back into the center of attention and we helped with that by putting three centerpieces on socks. The three artworks by Paul Citroen, Franz Marc and Picabia make for a diverse but complete collection with something for every visitor.

- Number of *visitors*: **±280,000 per year**
- *Type of art*: A wide range of styles from 1400–present with the main criterion being 'visual pleasure'
- Designs: Portrait of Heinz Aaron, The Creation of Horses, Papillons (all permanent collection)

“ From the first try-out, Kunstsokken have been one of the best-selling items in our museum shop, so we thought it was time for our own art socks. We were well consulted on what would work well as a design and at the same time our wishes were taken into account. Our customers and relations respond very enthusiastically to the socks and many colleagues walk around on the floor with them themselves. ”

**Margot van Nuland,
Floor Manager**



The painting 'Creation of the Horses' by Franz Marc is a vibrant, abstract work in the Die Brücke movement. It features two blue horses, one on the left and one on the right, facing each other. The background is a chaotic, colorful composition of green, red, and blue shapes, suggesting a landscape or a dreamlike scene. The horses are rendered with bold, expressive brushstrokes, and their forms are integrated into the overall abstract composition. The painting is a prime example of the Die Brücke movement's emphasis on primary colors and geometric forms.

Creation of the Horses

MUSEUM DE
FUNDATIE

Artist: Franz Marc
Year: 1913
Style: Expressionism



Key design choices:

- Franz Marc's work is full of symbolism, for example, it was very important to make the red (symbol of the earthly) and the blue (symbol of the spirit) really stand out
- The sun and moon represent the cycle of nature. We placed these symbols so that they are close to each other yet visible on different sides of the ankle.
- Because both sides are so unique, we chose not to mirror the design so that both are visible on the outside of an ankle.



Papillons

MUSEUM DE
FUNDATIE

Artist: Francis Picabia
Date: 1929
Style: Surrealism



Key design choices:

- The painting is from a series of so-called "transparencies" where Picabia superimposes several paintings on top of each other. By only partially using the colours of the top layers, the same effect is created on the sock.
- Since the design is very crowded, some of the details have been moved to the inside of the ankle. This keeps the sock stretchable and also makes the inside interesting to look at.
- A gradient from the elastic to the rest of the design completes the look

A vibrant, abstract portrait of a man, Heinz Aron, by Paul Citroen. The face is composed of bold, flat colors: a bright green on the left side of the face, a deep blue on the right, and a pinkish-red ear. The eyes are dark with white highlights, and the lips are a solid red. The man is wearing a white shirt and a dark tie. The background is a dark, textured green. The overall style is German expressionism, characterized by its use of color and form to convey emotion.

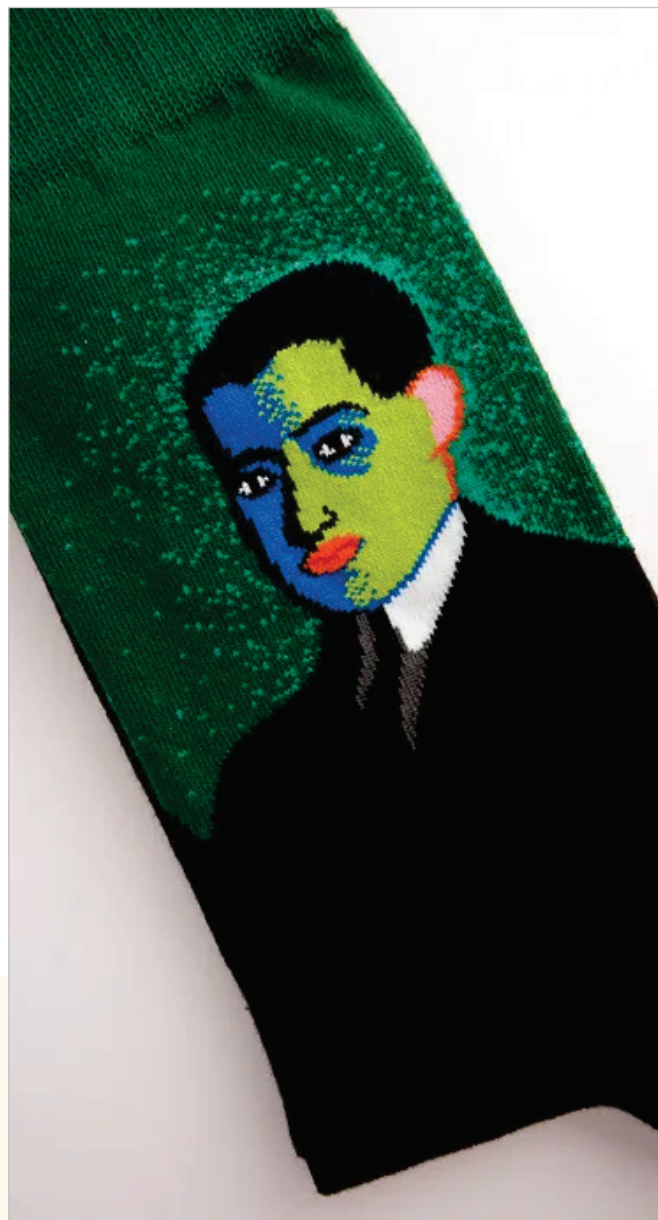
Portrait of Heinz Aron

**MUSEUM DE
FUNDATIE**

Artist: Paul Citroen

Date: 1922

Style: German expressionism



Key design choices:

- The work's dynamic background color is represented by placing a gradient around the head
- The suit blends seamlessly with the black base color of the foot
- The portrait is placed twice (mirrored) on the sock so that it is always clearly visible

CASE STUDY 02

MUSEUM PRINSENHOF DELFT



Credit: Marco De Swart

For this commission, a total of no less than six different types of sock designs were made for Museum Prinsenhof Delft. Besides very diverse exhibitions, the museum also has a broad permanent collection that includes paintings by Dutch masters through the ages, a lot of tableware in the Delft Blue style and sights from the rich Dutch history, especially around William of Orange. The focus for this commission was on the two main pillars of the permanent collection: Delft Blue and Prince William, and in addition two designs were made for an temporary exhibition by Jan van Schoonhoven.

- Number of *visitors*: **±80,000 per year**
- *Type of art*: Baroque, Delft Blue, History objects, Modern Exhibitions
- Designs: 2x Delft Blue (permanent collection), 2x 19th century Baroque (permanent collection), 2x Different methods of minimalism (temporary exhibition)

“

The Kunstsokken were new to our museum store and immediately a high-selling product. [...] The policy for our museum store is to only sell products in the shop that have a relationship with our collection. The ability to create your own designs to match the collection provided a welcome opportunity for that. [...] Jesse is very pleasant to communicate with and an entrepreneurial spirit who listens well. He definitely played his part and advised on my ignorance. [...] The socks are the best selling products, after the postcards and publications.

”

Djoeke Delnooz,
Shop Manager



The Flower Holder, Delft Blue

MUSEUM PRINSENHOF
DELFT



Work: Delft Blue Flower
Holder

Artist: De Griekse A

Date: c.1690

Style: Delft Blue



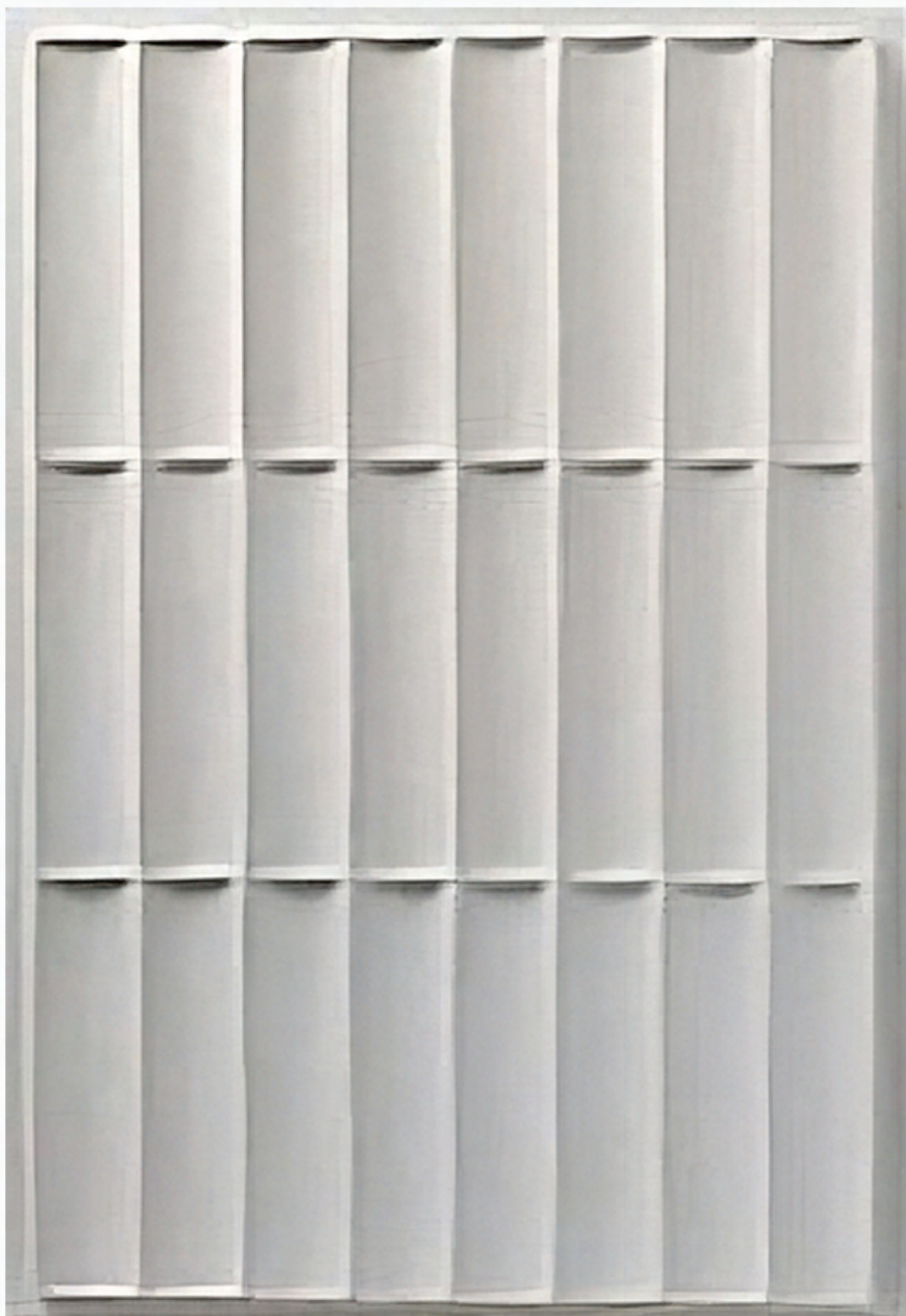
Key design choices:

- Light blue instead of white base color for more color and less chance of greying quickly
- Showing the centerpiece of the work in a similar but less abundant way on the center of the sock
- Very elaborate detail, leaving the rest blank for extra stretch and comfort



Key design choices:

- Light blue instead of white base color for more color and less chance of greying quickly
- One nice detail chosen to make a complete pattern out of it, which is very typical for Delft Blue merchandise
- Left enough room in between the pattern for base color for stretchability and comfort

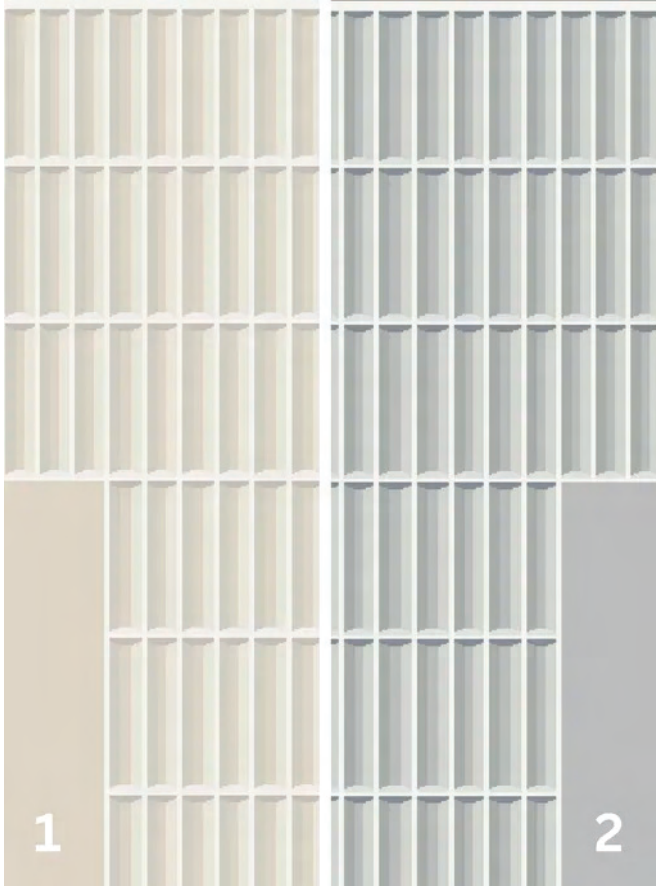


Work: R70-56

Artist: Jan van Schoonhoven

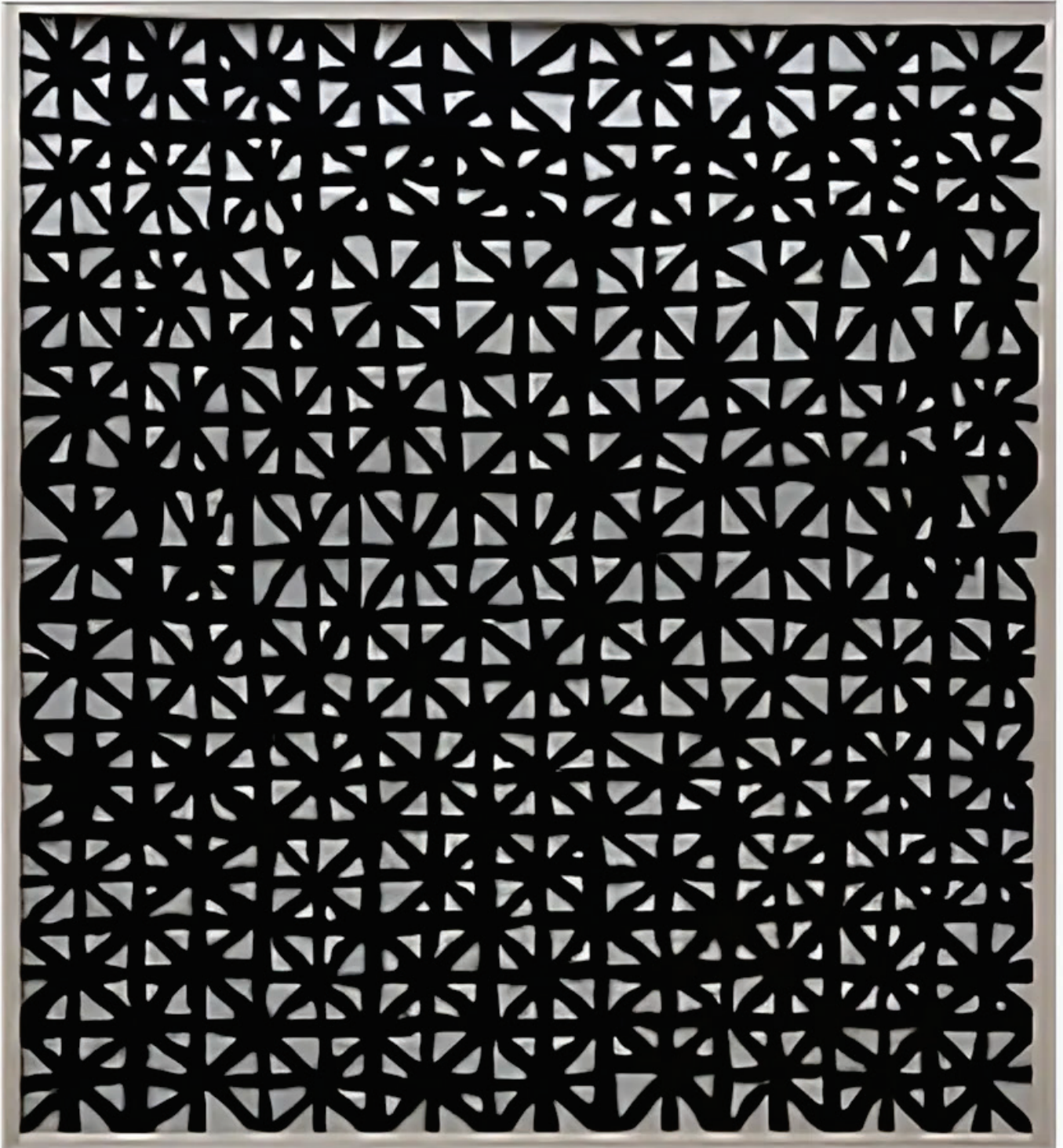
Date: 1970

Style: Minimalism (monochrome relief)



Key design choices:

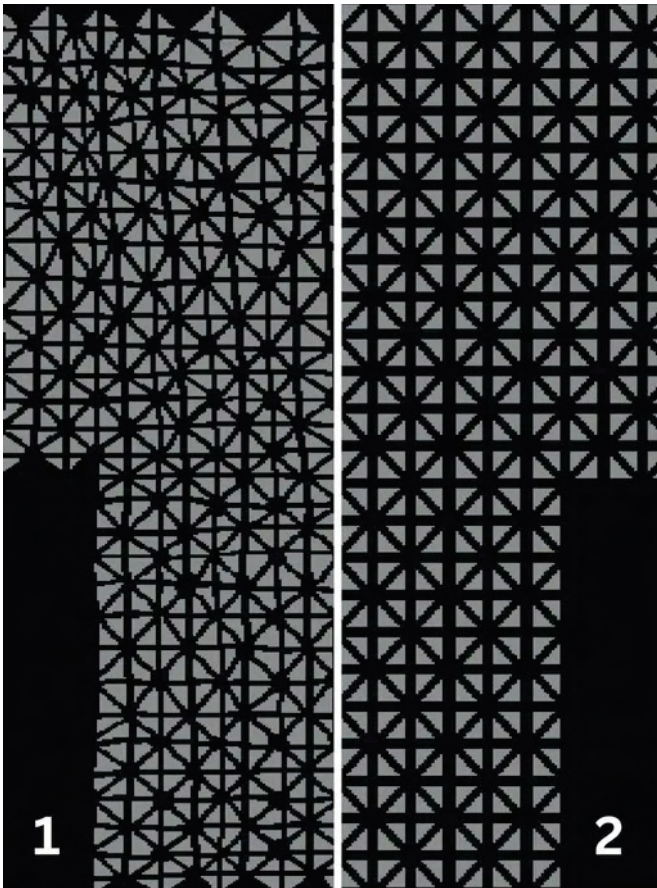
- Chosen shades of grey to be closer to the colours in the exhibition space (Option 2)
- Left the pattern open at the back for extra comfort (vertical lines in particular quickly make a sock less stretchy)
- With only four colours for light and shade, the sock design appears three-dimensional



Artist: Jan van Schoonhoven

Date: 1975

Style: Minimalism (glassware)

**Key design choices:**

- Deliberately chose an asymmetrical pattern so that it appears hand-drawn (Option 1)
- Because only two colours were needed for knitting, it was possible to make a small and abundant pattern
- Grey detail on black base was a lot more stretchy than black lines on grey base

Willem van Oranje

MUSEUM PRINSENHOF
DELFT



Work: Portrait of Willem van Oranje

Artist: Michiel van Mierevelt

Date: 1620-1624

Style: 17th century portrait



Key design choices:

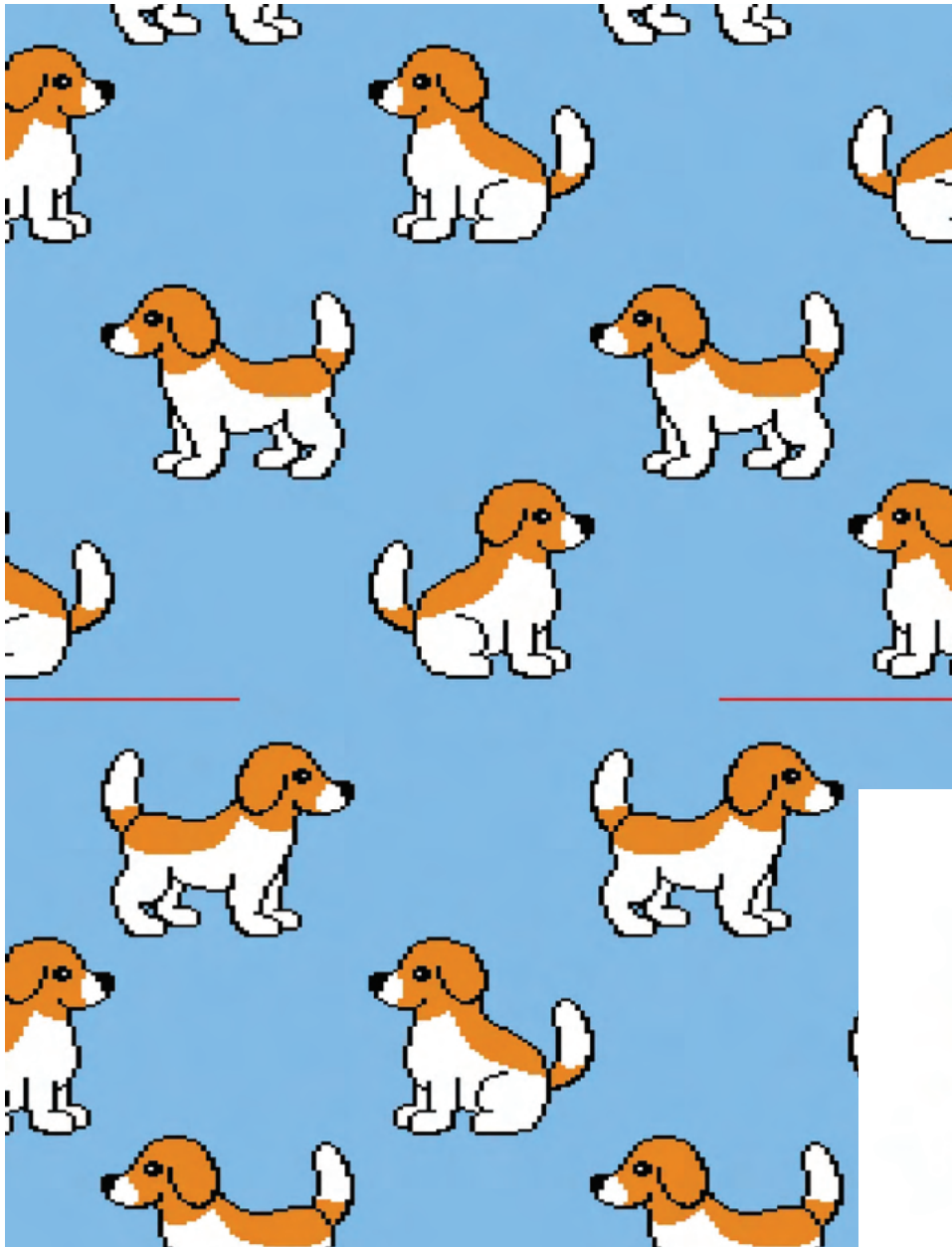
- Matching to the dark baroque style by choosing a predominant black design
- Displaying the high detail in a stylised manner where only the most important details are visible to maintain recognisability
- Reuse the detail from Willem's sleeve as an additional accent on the top side of the sock

Dog Pompey

**MUSEUM PRINSENHOF
DELFT**



*Artist: N/A
Date: 2022
Style: N/A*



Key design choices:

- Designed an in-house developed interpretation of the little dog that is recognisable but playful and cartoon-like
- Added more elastane so that the sock has good stretch and is wearable for many ages
- A green/blue base color to make the sock fun for boys and girls

Wondering what we can do for your museum?

CONTACT ME FOR A FREE DESIGN PROPOSAL!



Working closely together with a customer so we can put a top product in the store is what I like most about running this company. Which is why I'm still closely involved with all collaborations we do. I will keep improving the products until both parties are 100% satisfied before the customer incurs any initial costs. If you are as enthusiastic as we are after this case study, please contact me to request a first design without any obligation.

Hope to see you soon.

Jesse Richter - Cofounder Kunstsokken

Mail: jesse@kunstsokken.nl

Mob: (+31)6 833 919 84

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colours**

TIMELINE (3-4 MONTHS):

Step 1: Brainstorming - In the first conversations, we listen to all wishes and try to find the most suitable artworks (1 week)

Step 2: The first sketches for the composition of the designs are delivered (different options) (1 week)

Step 3: After approval, the official designs are produced and delivered (1-2 weeks)

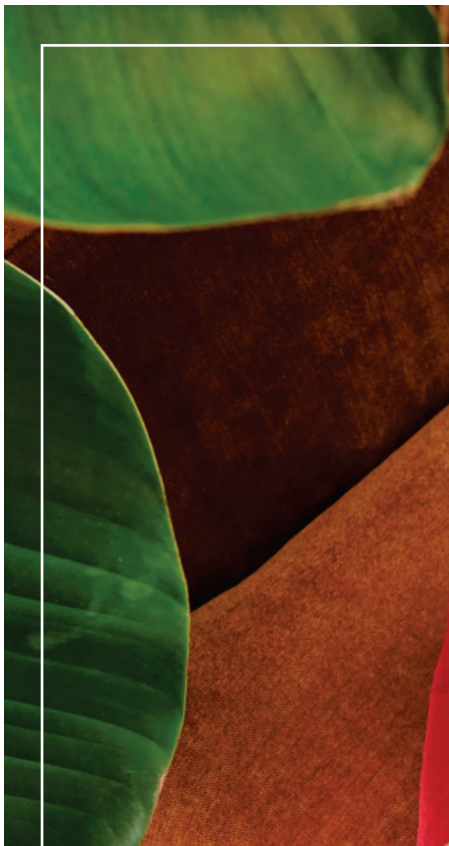
Step 4: After approval of the official designs, we'll have samples developed (2 weeks)

Step 5a: Should adjustments still be needed, we offer a second round of samples free of charge (2 weeks)

Step 5b: After approval of the samples, we place the bulk order. **This is when we ask 50% pre-payment** (delivery in 6-7 weeks)

DRENTS MUSEUM

Drents Museum





M Leuven





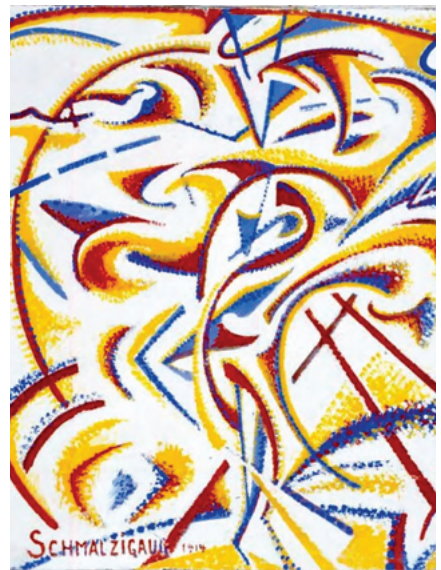
KASTEEL DE HAAR



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Mu.ZEE



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Musea Brugge





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